

Attitudes and Behaviour towards Alcohol Survey 2013/14 to 2015/16:

Hawke's Bay Regional Analysis

October 2017

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Executive Summary

The Attitudes and Behaviour towards Alcohol Survey (ABAS) is a national survey of people aged 15 years and over about alcohol consumption patterns, alcohol-related behaviour, consequences of consuming alcohol, and attitudes. Results from the 2013/14, 2014/15 and 2015/16 surveys were combined to allow analysis of subpopulation groups such as those living in geographic regions.

This report presents descriptive results about alcohol-related behaviours, attitudes and experiences of people aged 15 years and over living in the Hawke's Bay region. From the three surveys, there were 425 responses from the Hawke's Bay region. This type of regional data has become of greater interest because the Sale and Supply of Alcohol Act (2012) requires locally specific data for the development of Local Alcohol Policies.

Key findings from the Hawke's Bay region

- 64% of Hawke's Bay respondents reported consuming alcohol in the last four weeks.
 - One-third of these reported risky drinking behaviour,¹ significantly higher than the rest of New Zealand (27%). Further, more of these recent drinkers in Hawke's Bay reported risky drinking in 2015/16 (41%) than in 2013/14 (22%).
- 21% of respondents reported at least one negative/harmful experience from drinking alcohol, most commonly "spent too much money on alcohol" (11%) and "drove a vehicle while being unsure of how much you were under the influence of alcohol" (4%). In 2015/16, a significantly greater percentage of respondents reported that they "got drunk or intoxicated" (24%), compared with 2013/14 (10%).
- More respondents reported feeling "good, happy or relaxed" (90%) and "able to de-stress, wind down" (76%) when drinking alcohol, compared with the rest of New Zealand (83% and 70%, respectively).
- Supermarkets (72%), bottle or liquor stores (54%), and restaurants/cafés (31%) were where respondents most often purchased alcohol in the last four weeks.
- In 2015/16, 35% of respondents believed that people should be 16 years old before being allowed to drink supervised at home or in a restaurant, significantly greater than in 2013/14 (15%).
- More respondents in 2015/16 believed people should be 18 years old before they could drink at licensed premises (54%) compared with 2013/14 (30%). Those who believed people should be 20 years old decreased significantly from 65% in 2013/14 to 45% in 2015/16.

¹ "Risky drinking" defined as seven or more drinks on any one occasion in the last four weeks for those aged 18 years and over, and five or more drinks on any one occasion in the last four weeks for those aged 15 to 17 years.

Introduction

The Attitudes and Behaviour towards Alcohol Survey (ABAS) is a national survey of people aged 15 years and over about alcohol consumption patterns, alcohol-related behaviour, consequences of consuming alcohol, and attitudes. The survey focuses on behaviour in the previous month and on the last drinking occasion, and includes questions on a range of attitudes and opinions towards alcohol. Results from the survey are used to inform the planning and development of alcohol activities, policies and programmes that aim to reduce alcohol-related harm in New Zealand.

This report

This report presents descriptive results from the 2013/14, 2014/15, and 2015/16 ABAS for those respondents living in the Hawke's Bay region. Information is provided on Hawke's Bay respondents' drinking behaviour, attitudes to drinking, experiences as a result of drinking, purchasing behaviour, and other attitudes and opinions related to alcohol.

Regional data relating to alcohol-related behaviour and attitudes has become of greater interest because the Sale and Supply of Alcohol Act (2012) requires locally specific data for the development of Local Alcohol Policies.

The main focus of this report is to describe and compare results for Hawke's Bay respondents. The drinking and alcohol purchasing behaviours are presented for those respondents who reported consuming alcohol in the last four weeks. Attitude results are reported for all respondents.

Testing for statistical differences was performed to compare responses from Hawke's Bay and the rest of New Zealand, urban and rural respondents in the Hawke's Bay, and changes across the three survey years for Hawke's Bay respondents.

All results presented in this report are weighted so that they are representative of the total New Zealand population aged 15 years and over.

Method

The ABAS is a national survey of usually resident New Zealanders aged 15 years and over. For each survey year, approximately 4,000 people aged 15 years and over were surveyed over November, December, January, and February. In addition, an extra 196 Pacific respondents were surveyed in February 2016 as part of the 2015/16 ABAS.

Households were stratified into telephone directory regions. A random sample of telephone numbers was generated from all number ranges found in the White Pages using a Random Digit Dialling (RDD) approach. The mode of the interview was Computer-Assisted Telephone Interviewing (CATI).

A full description of methodology and other ABAS publications can be found at <http://www.hpa.org.nz/research-library/research-publications>.

Hawke's Bay regional analysis

In 2016, the 2013/14, 2014/15, 2015/16 ABAS datasets were combined in order to allow analysis of subpopulation groups within the dataset, such as those living in geographic regions. This Hawke's Bay regional analysis is the second regional analysis to be conducted using this survey, following release of results for the Auckland region.²

A full description of the combined datasets methods can be found at <http://www.hpa.org.nz/research-library/research-publications>.

In total there were 12,206 responses across the 2013/14, 2014/15, and 2015/16 surveys. Of those, 425 responses were from the Hawke's Bay region (as shown in Table 1).

Table 1: Combined ABAS total sample size and Hawke's Bay sample size

Year	Survey sample size	Hawke's Bay sample size
2013/14	4,001	151
2014/15	4,005	139
2015/16	4,200	135
Total	12,206	425

The results here are weighted (adjusted) so that the estimated percentages reflect the makeup of the New Zealand population at the last Census (2013). The confidence level for comparing

² Health Promotion Agency. (2016). *Attitudes and Behaviour towards Alcohol Survey 2013/14 to 2015/15: Auckland Regional Analysis*. Wellington: Health Promotion Agency.

estimates by subgroup was set at 95%. Results are presented as weighted estimates with error bars representing the 95% confidence intervals. Testing for statistical differences was performed to compare responses from Hawke's Bay and the rest of New Zealand, urban and rural respondents in the Hawke's Bay, and changes across the three survey years for Hawke's Bay respondents.

Identification of regional location

Respondents were asked which of 16 regions they lived in, with those indicating they lived in the Hawke's Bay region being included in these analyses.

Differences across the three survey years

Comparisons over the three survey years were conducted for the Hawke's Bay region.³

Where there was no significant difference between the survey years, the estimate provided in these results can be interpreted as a representative average estimate for the time period 2013/14 to 2015/16.

Where there were significant differences between survey years, caution needs to be taken in applying the estimate to the whole period 2013/14 to 2015/16.

³ Note that differences between the three survey years for total New Zealand data are included in the Auckland regional report (Health Promotion Agency, 2016).

Results

The demographic characteristics of respondents in the Hawke's Bay region are outlined in Table 2.

Table 2: Demographic characteristics of Hawke's Bay ABAS respondents, 2013/14 to 2015/16

		All Hawke's Bay respondents	
		Number	Percent (%)
Total		425	
Gender	Female	225	52.9
	Male	200	47.1
Prioritised ethnicity ⁴	Māori	109	25.6
	Pacific	24	5.6
	Asian	10	2.4
	European/ Other	282	66.4
Age	15-17	26	6.1
	18-24	31	7.3
	25-44	149	35.1
	45-64	116	27.3
	65+	103	24.2
Urban / rural	Urban	253	59.5
	Rural	160	37.6
	Don't know/ refused	12	2.8

There were no significant differences between rural and urban respondents except where noted in the text (p16).

⁴ Ethnicity was prioritised in the order of: Māori, Pacific, Asian, and European/Other.

Alcohol consumption in the last four weeks

The majority (75%) of respondents aged 15 years and over in the Hawke's Bay region reported consuming alcohol in the last year.

Sixty-four percent of those living in the Hawke's Bay region reported consuming alcohol in the last four weeks. This is similar to the rest of New Zealand (62%).

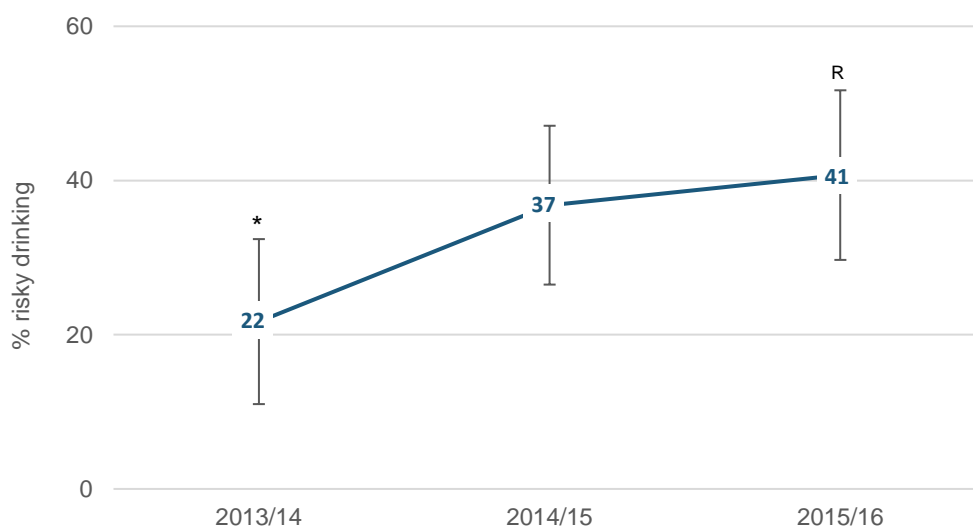
There were no significant differences for Hawke's Bay respondents across the three survey years.

Risky drinking behaviour in the last four weeks

In this survey, HPA conservatively defined "risky drinking" as seven or more drinks on any one occasion in the last four weeks for those aged 18 years and over, and five or more drinks on any one occasion in the last four weeks for those aged 15 to 17 years.⁵ One-third (33%) of Hawke's Bay respondents who had consumed alcohol in the past four weeks reported risky drinking behaviour, significantly higher than the rest of New Zealand (27%).

Risky drinking behaviour increased significantly from 2013/14 (22%) to 2015/16 (41%) (Figure 1).

Figure 1: Changes across the three survey years in risky drinking prevalence in Hawke's Bay, 2013/14 to 2015/16



Base: Living in Hawke's Bay region and drank alcohol in last four weeks, n=263. Excludes those who responded 'don't know' or 'refused'.

Risky drinking defined as 7 or more drinks on one occasion in the last four weeks for those over 18 years; 5 or more drinks for 15-17 year olds

* Significantly different from the reference group (R: 2015/16)

Source: ABAS 2013/14 to 2015/16

⁵ This definition of risky drinking is higher than HPA's low-risk alcohol drinking advice for an occasion. See <http://www.alcohol.org.nz/help-advice/advice-on-alcohol/low-risk-alcohol-drinking-advice>

Number of drinks consumed on the last occasion

Respondents who had consumed two or more drinks on any one occasion in the last three months were asked about the last occasion they did so. The results in this section relate to this 'last drinking occasion'.

Fifty-nine percent of Hawke's Bay respondents reported drinking two or more alcoholic drinks on the last occasion in the last three months, similar to the rest of New Zealand (53%).

Of these drinkers (with a 'last drinking occasion' in the last three months), the majority consumed between two and four drinks (Table 3).

Table 3: Number of drinks consumed on the last occasion, 2013/14 to 2015/16

		Hawke's Bay (95% CI)	New Zealand (95% CI)
Number of drinks at the last drinking occasion	2 to 4 drinks	57% (50, 63)	61% (60, 63)
	5 to 7 drinks	20% (15, 25)	20% (19,21)
	8+ drinks	24% (18, 29)	19% (18, 20)

There were no significant differences across the three survey years for Hawke's Bay respondents.

Experiences of drinking alcohol in the last four weeks

Respondents who reported drinking alcohol in the last four weeks were asked if they had personally experienced any of a range of consequences after drinking.

The most common experiences reported by Hawke's Bay respondents were "feeling good, happy or relaxed" (90%) and "was able to de-stress, wind down" (76%) (Figure 2). A significantly greater percentage of Hawke's Bay respondents reported these experiences, compared with the rest of New Zealand (83% and 70%, respectively).

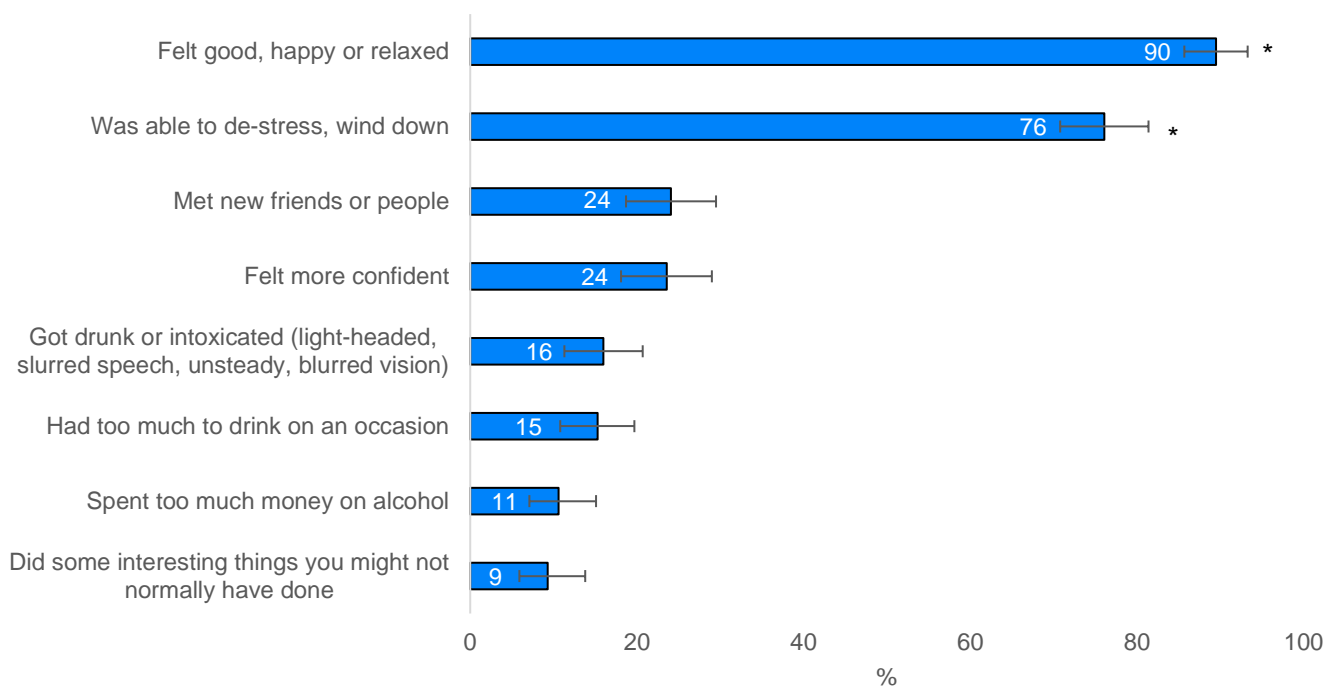
For this report, HPA has categorised experiences as harmful where they may potentially result in harmful physical, social or emotional outcomes.⁶ These were not necessarily reported as harmful by the respondents. Twenty-one percent of Hawke's Bay respondents reported having at least one harmful experience from drinking alcohol in the last four weeks. This is similar to the rest of New Zealand (20%). For Hawke's Bay respondents, the most common harmful experiences were "spent too much money on alcohol" (11%), "drove a vehicle while being unsure of how much you were

⁶ HPA has categorised the following experiences as potentially harmful for the purposes of this report: "Spent too much money on alcohol"; "Did something embarrassing that you later regretted"; "Drove a vehicle while being unsure of how much you were under the influence of alcohol"; "Injured yourself accidentally"; "Failed to meet family, work or study commitments or responsibilities"; "Felt unsafe or put yourself into a position where you felt unsafe or uncomfortable"; "Got into a fight"; "Got into a regrettable sexual encounter" (those aged 18+only).

under the influence of alcohol” (4%) and “injured yourself accidentally” (4%). These experiences were not significantly different from the rest of New Zealand.

In 2015/16, a significantly greater percentage of Hawke’s Bay respondents reported that they “got drunk or intoxicated” (24%), compared with 2013/14 (10%). There were no other significant differences across the three survey years for any of the most frequent experiences reported by Hawke’s Bay respondents.

Figure 2: Most frequent experiences (reported by ≥5% of respondents) after drinking in the last four weeks, Hawke’s Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke’s Bay region and drank alcohol in the last four weeks, n=264

Source: ABAS 2013/14 to 2015/16

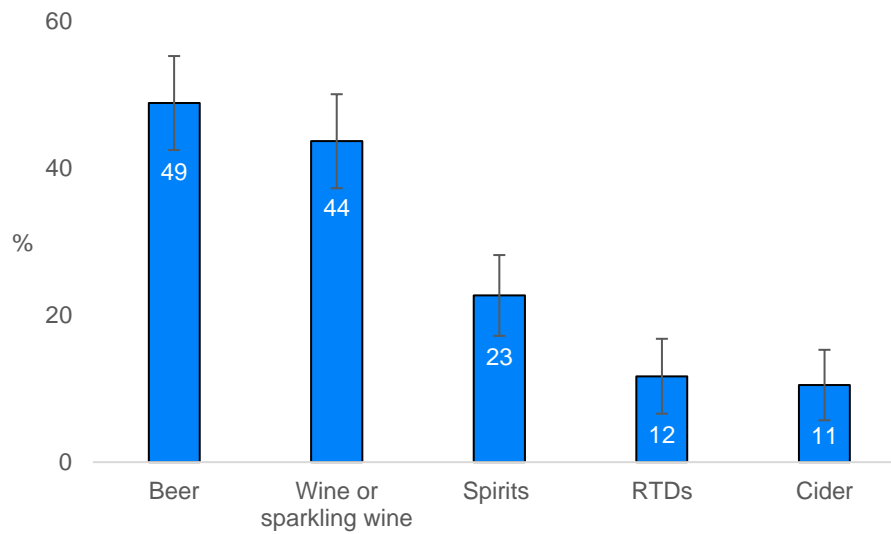
* Significantly different from the rest of New Zealand

Type of drink consumed on the most recent occasion

Respondents who had consumed two or more drinks on any one occasion in the last three months were also asked about the type(s) of drink they consumed at their last drinking occasion. Respondents could choose as many types of drinks as were consumed on that occasion.

The most frequently reported types of alcohol consumed by such Hawke’s Bay drinkers were beer, wine or sparkling wine, and spirits (Figure 3). There were no significant differences in the frequently reported types of alcohol consumed compared with the rest of New Zealand.

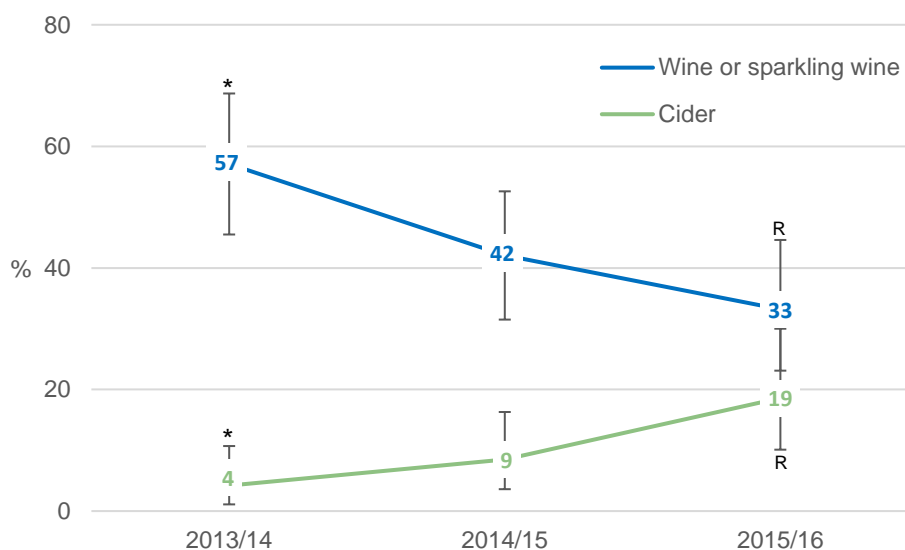
Figure 3: Type of drink consumed on the last drinking occasion of two or more drinks within the last 3 months, Hawke's Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke's Bay region and had ≥ 2 drinks on last occasion, n=246
 Source: ABAS 2013/14 to 2015/16

Across the three survey years, there were significant differences in the types of drinks consumed at the last drinking occasion. As shown by Figure 4, significantly more respondents reported drinking cider on the last occasion, while significantly fewer respondents reported drinking wine in 2015/16 compared with 2013/14.

Figure 4: Changes across the three survey years in type of drink on last occasion, Hawke's Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke's Bay region and had 2+ drinks on last occasion, n=246
 Source: ABAS 2013/14 to 2015/16

*Significantly different from the reference group (R; 2015/16)

Nationally, there were gender differences in types of alcohol consumed.⁷ Similarly to national data, a significantly greater proportion of Hawke’s Bay men reported consuming beer compared with women, and a significantly greater proportion of Hawke’s Bay women reported consuming wine or sparkling wine than men⁸ (Figure 5).

Figure 5: Gender differences in type of drink consumed on last occasion, Hawke’s Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke’s Bay and had 2+ drinks within the last three months, n=246

Source: ABAS 2013/14 to 2015/16

*Significantly different from reference group (R; males)

Attitudes to drinking alcohol

All respondents were asked for their level of agreement with the statement “Binge drinking is part of kiwi culture”. No definition was provided for “binge drinking”; respondents defined this for themselves. Responses to this statement used a 5-point scale from ‘strongly agree’ to ‘strongly disagree’.

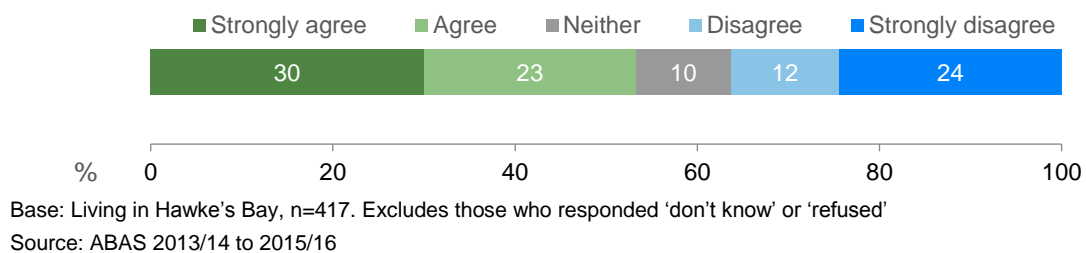
Fifty-three percent of Hawke’s Bay respondents agreed or strongly agreed that ‘binge drinking is part of kiwi culture’ (Figure 6).

There were no significant differences in level of agreement between those in the Hawke’s Bay and the rest of New Zealand, or across the three survey years for Hawke’s Bay respondents.

⁷ Health Promotion Agency. (2017). Types of alcoholic beverages: What is available and who drinks what types. *Alcohol NZ*, 7(1), 5-7.

⁸ Note that the small sample size for Hawke’s Bay may have contributed to a lack of significant differences for other drink types.

Figure 6: Responses to the statement 'binge drinking is part of kiwi culture' in Hawke's Bay, 2013/14 to 2015/16



Location where alcohol is purchased

Respondents who reported having purchased alcohol in the last four weeks were asked where they had purchased alcohol. Respondents could report multiple locations.

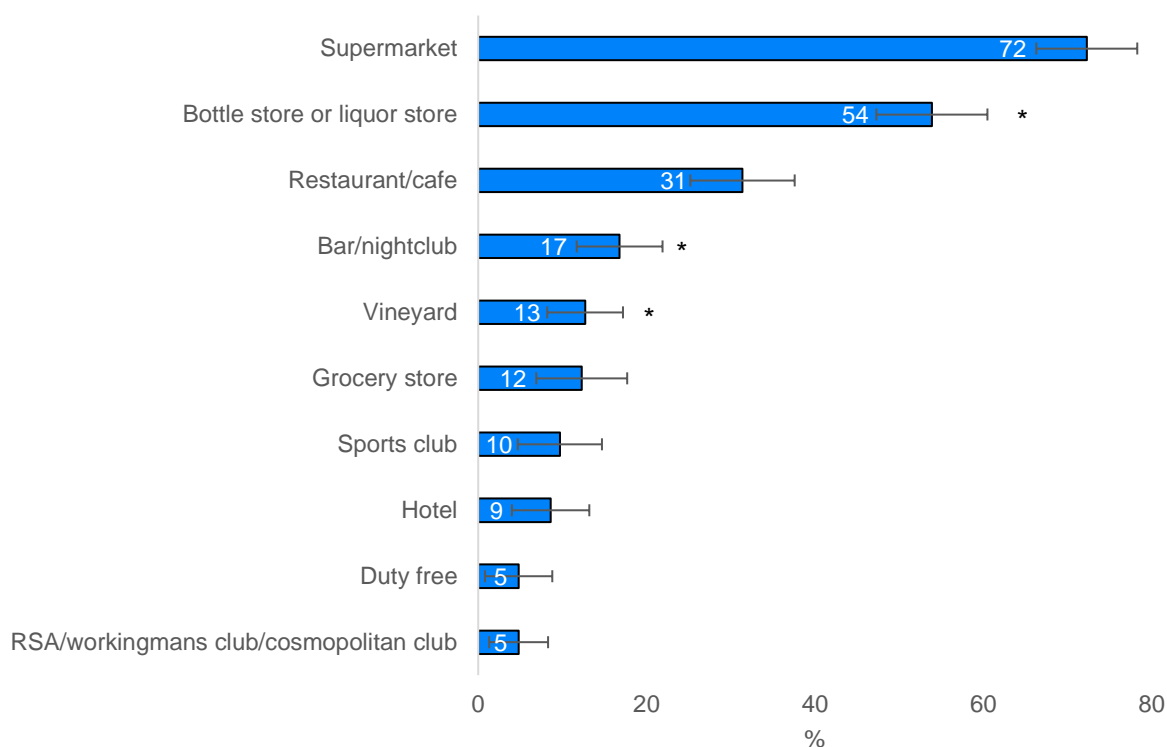
For Hawke's Bay respondents, the supermarket, bottle or liquor store and restaurant/café were the most frequently reported places to purchase alcohol (Figure 7).

There were some significant differences in purchasing locations in the last four weeks between Hawke's Bay respondents and those in the rest of New Zealand:

- A greater proportion of Hawke's Bay respondents purchased alcohol at bottle or liquor stores (54%) and at vineyards (13%), compared with the rest of New Zealand (46% purchased at bottle or liquor stores; 4% at vineyards).
- A smaller proportion of Hawke's Bay respondents purchased alcohol from a bar/nightclub (17%), compared with the rest of New Zealand (23%).

For the most frequently reported locations where alcohol was purchased, there were no significant differences across the three survey years for Hawke's Bay respondents.

Figure 7: Frequently reported locations for purchasing alcohol in the last four weeks, Hawke's Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke's Bay and purchased alcohol in the last four weeks, n=230

Source: ABAS 2013/14 to 2015/16

* = Significantly different from the rest of New Zealand

Sale and supply of alcohol in the community

All respondents were asked for their level of agreement with three statements relating to the sale and supply of alcohol in their community (see Figure 8). Responses to these statements used a 5-point scale from 'strongly agree' to 'strongly disagree'. In this report, 'strongly agree' and 'agree' responses have been combined to an overall 'agree' category.

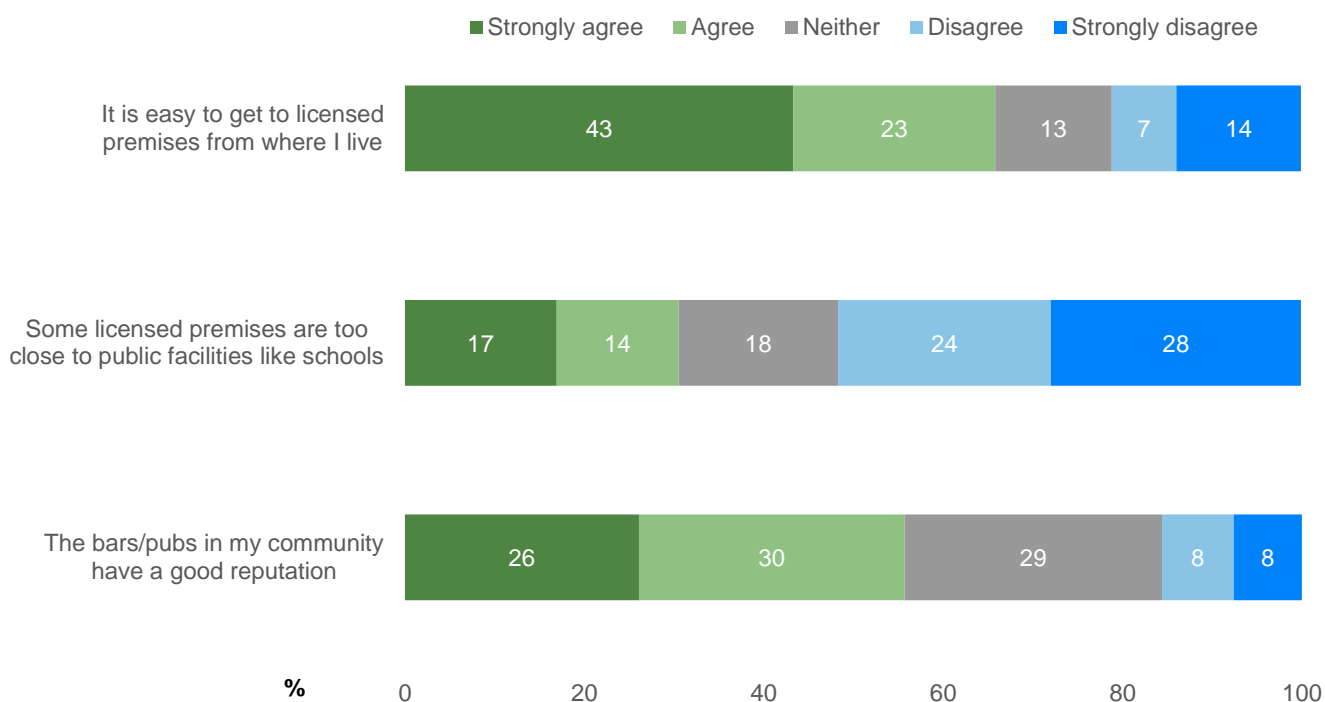
Sixty-six percent of Hawke's Bay respondents agreed that "It is easy to get to licensed premises from where I live". This was not significantly different from the rest of New Zealand (67%). Not surprisingly, a greater percentage of Hawke's Bay respondents in urban areas agreed with this statement (74%), compared with those in rural areas of Hawke's Bay (53%).

Thirty-one percent of Hawke's Bay respondents agreed that "Some licensed premises are too close to public facilities like schools". This was not significantly different from the rest of New Zealand (35%).

Fifty-six percent of Hawke's Bay respondents agreed that "The bars/pubs in my community have a good reputation", the same as for the rest of New Zealand (56%).

There were no significant differences across the three survey years for Hawke’s Bay respondents for any of the three statements above.

Figure 8: Level of agreement with three statements about the sale and supply of alcohol, Hawke’s Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke’s Bay. Excludes those who said ‘don’t know’ or ‘refused’ (It is easy to get to licensed premises from where I live n=408; Some licensed premises are too close to public facilities like schools n=399; The bars/pubs in my community have a good reputation n=377)
 Source: ABAS 2013/14 to 2015/16

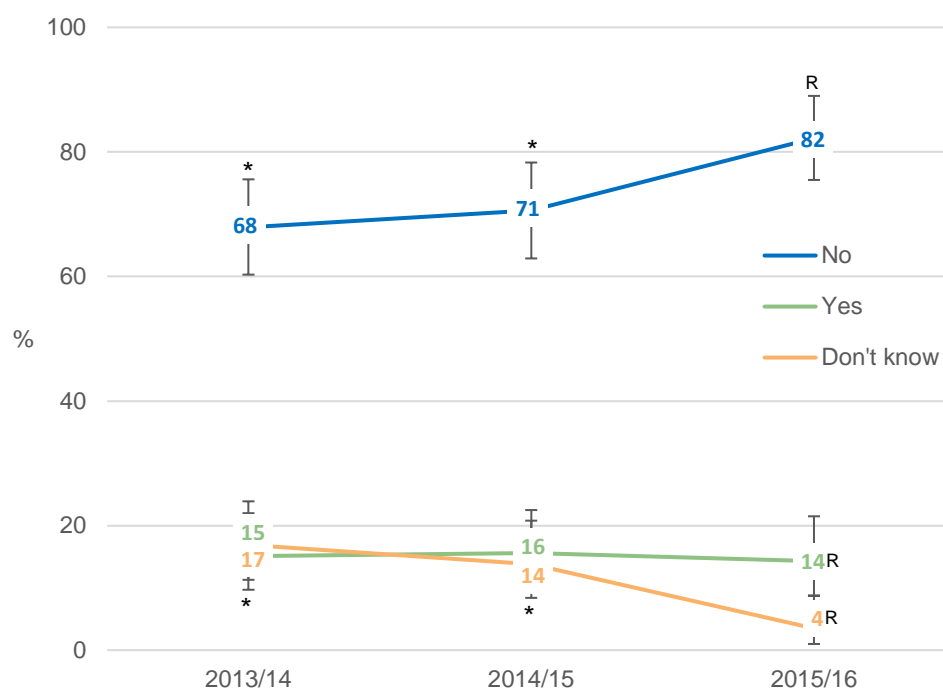
Knowledge/awareness of council processes about sale and supply of alcohol

Public input into the development of a Local Alcohol Policy for Napier City and Hastings District Council started in 2013.

Overall, 15% of Hawke’s Bay respondents reported knowing that their local council is or has gone through a planning process, including talking with people, about the sale and supply and consumption of alcohol in their community. Seventy-three percent reported not knowing, while a further 12% responded “don’t know”. There were no significant differences in level of knowledge or awareness compared with the rest of New Zealand.

There were significant differences in levels of knowledge or awareness about the council process in Hawke’s Bay respondents across the three survey years (Figure 9). In 2013/14 and 2014/15, a smaller proportion of Hawke’s Bay respondents reported they did not know or were not aware that their local council was or had gone through a process about the sale and supply and consumption of alcohol in their community (68% and 71%, respectively), compared with 2015/16 (82%).

Figure 9: Differences across the three survey years in knowledge/awareness of council planning around the sale and supply and consumption of alcohol in the community, Hawke's Bay respondents 2013/14 to 2015/16



Base: Living in Hawke's Bay, n=425

Source: ABAS 2013/14 – 2015/16

* Significantly different from the reference group (R; 2015/16)

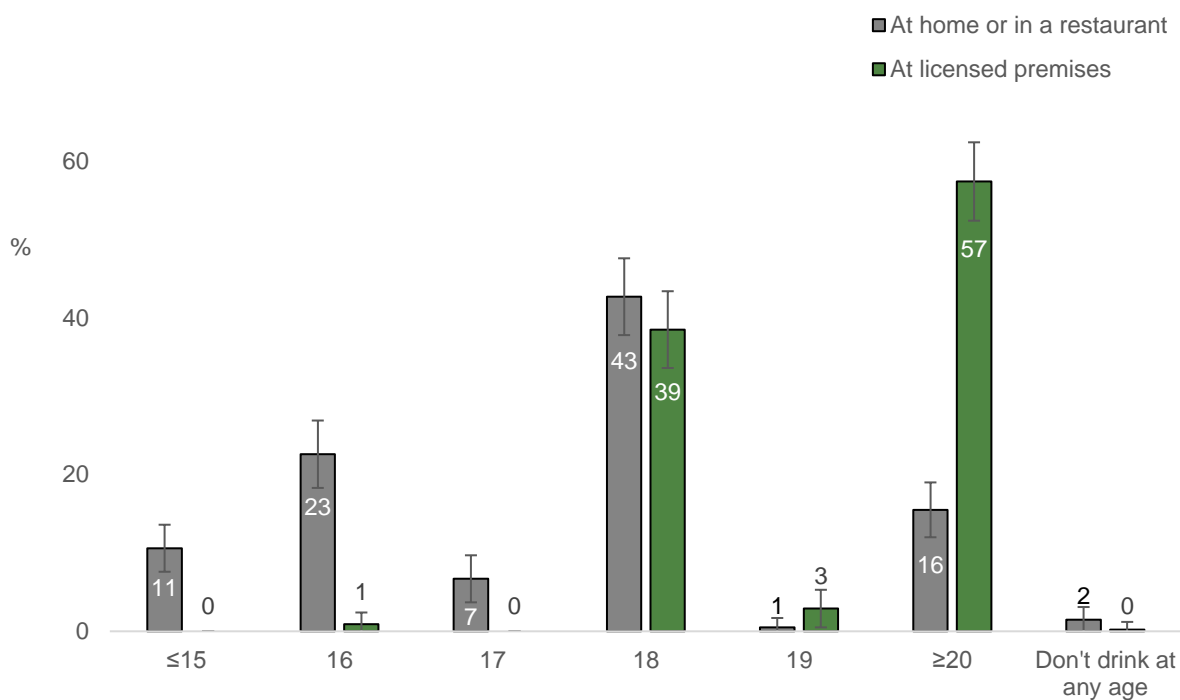
Opinions on acceptable drinking age

All respondents were asked two questions to assess their attitudes towards what age people should be able to drink in different settings. On average, Hawke's Bay respondents believed that people should be 17 years old before they are allowed to drink at home or a restaurant under responsible adult supervision, and 19 years old before they are allowed to drink at licensed premises such as a bar or a pub.

The majority of Hawke's Bay respondents believed people should be at least 18 years old to drink under supervision at home or in a restaurant and at least 20 years old to drink at licensed premises such as a bar or a pub (Figure 10).

There were no significant differences between Hawke's Bay respondents and the rest of New Zealand.

Figure 10: Views on the age at which New Zealanders should be able to drink alcohol under supervision at home or in a restaurant, or at licensed premises, Hawke's Bay respondents, 2013/14 to 2015/16



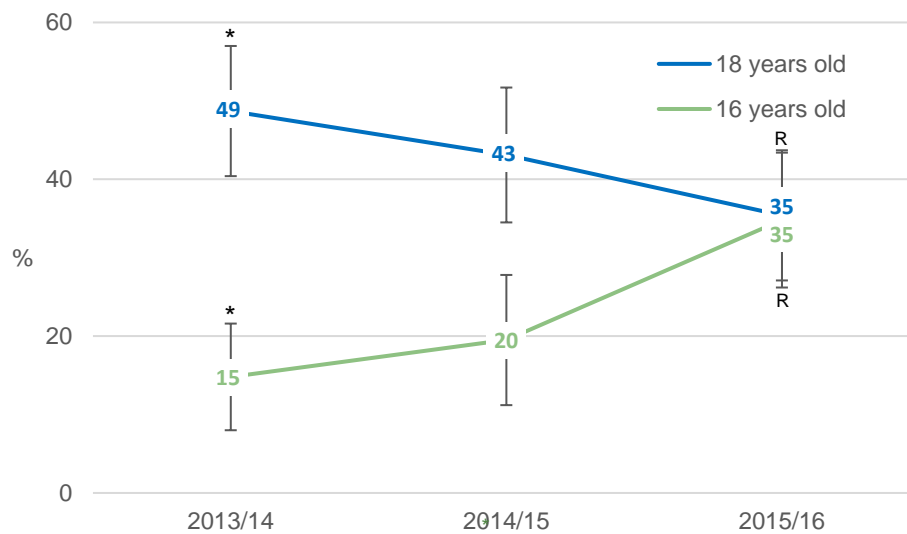
Base: Living in Hawke's Bay. Excludes those who responded 'don't know' or 'refused'. (Allowed to drink at home or in a restaurant under responsible adult supervision, n=419; Allowed to drink at licensed premises, n=417)

Source: ABAS 2013/14 – 2015/16

There were significant differences across the three survey years (Figure 11 and Figure 12):

- Over time, respondents have tended to support a younger age for drinking under supervision. In 2015/16, a greater proportion of Hawke's Bay respondents thought that people should be allowed to drink under supervision at home or in a restaurant at the age of 16 years, and a smaller percentage of people thought that people should be allowed to at age 18, compared with 2013/14.
- Over time, respondents have tended to support a younger age for drinking at licensed premises. In 2015/16, a greater proportion of Hawke's Bay respondents thought people should be allowed to drink in licensed premises at the age of 18 years, compared with 2013/14 and 2014/15. In 2015/16, a smaller proportion of people thought people should be allowed to at age 19 or 20 years, compared with both 2013/14 and 2014/15, respectively.

Figure 11: Changes across the three survey years in the age people should be before they are allowed to drink at home or a restaurant under supervision, Hawke's Bay respondents, 2013/14 to 2015/16

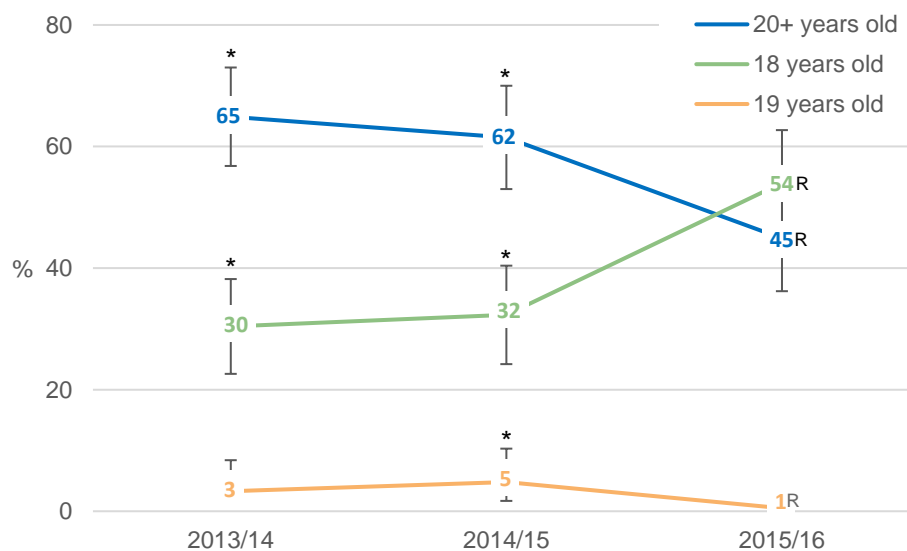


Base: Living in Hawke's Bay, n=419. Excludes those who responded 'don't know' or 'refused'.

Source: ABAS 2013/14 to 2015/16

*Significantly different from the reference group (R; 2015/16)

Figure 12: Changes across the three survey years in the age people should be before they are allowed to drink at licensed premises, Hawke's Bay respondents, 2013/14 to 2015/16



Base: Living in Hawke's Bay, n=417. Excludes those who responded 'don't know' or 'refused'.

Source: ABAS 2013/14 to 2015/16

*Significantly different from the reference group (R; 2015/16)

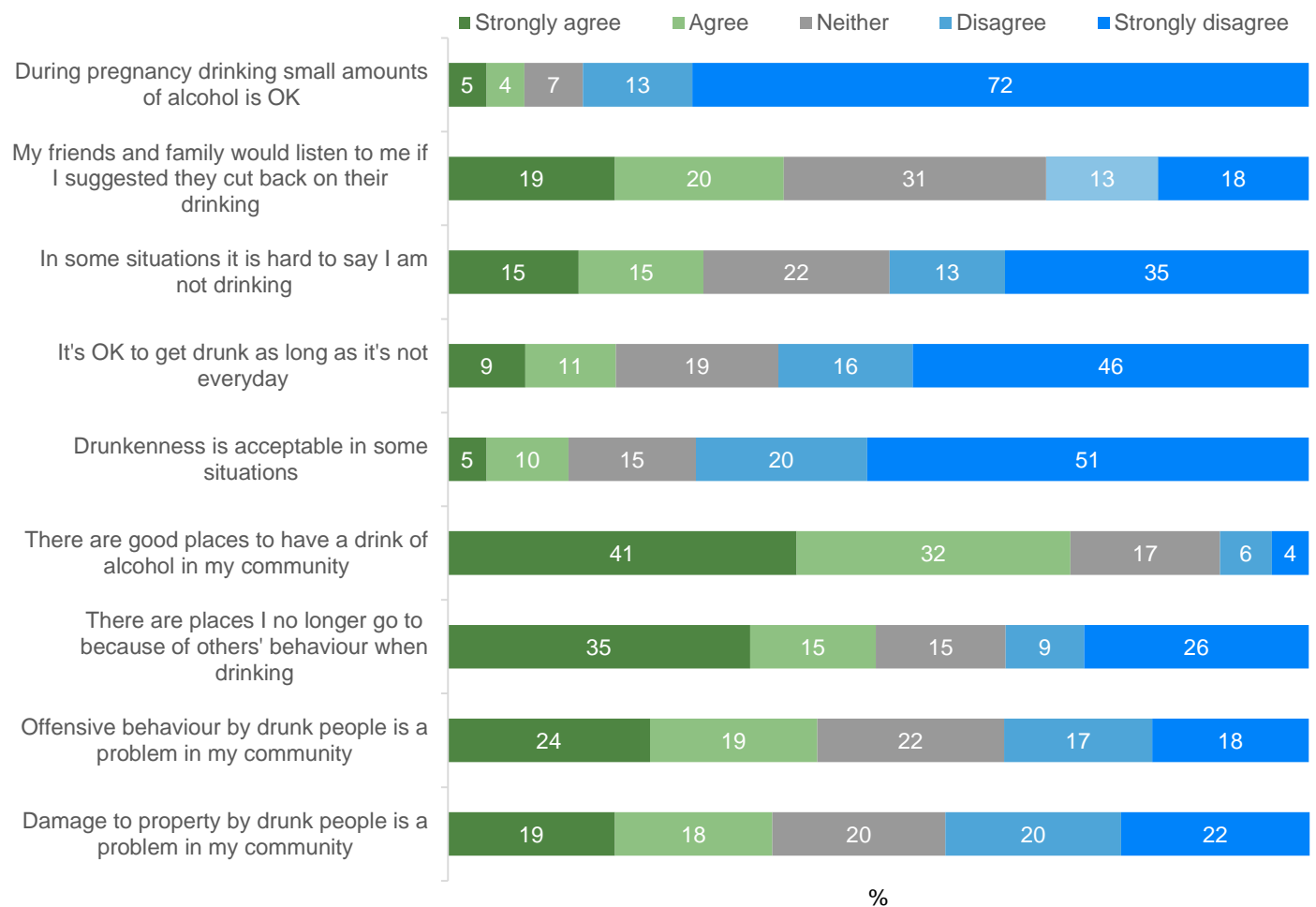
Opinions about drinking and alcohol

All respondents were asked for their level of agreement with a range of statements about alcohol (Figure 13). Responses to these statements used a 5-point scale from 'strongly agree' to 'strongly disagree'.

The levels of agreement in Hawke's Bay respondents were similar to the rest of New Zealand in all but one statement. A smaller percentage of Hawke's Bay respondents agreed that "In some situations it is hard to say I am not drinking" (30%), compared with the rest of New Zealand (35%).

There were no significant differences across the three survey years for Hawke's Bay respondents.

Figure 13: Levels of agreement with statements about drinking and alcohol, Hawke's Bay respondents, 2013/14 to 2015/16



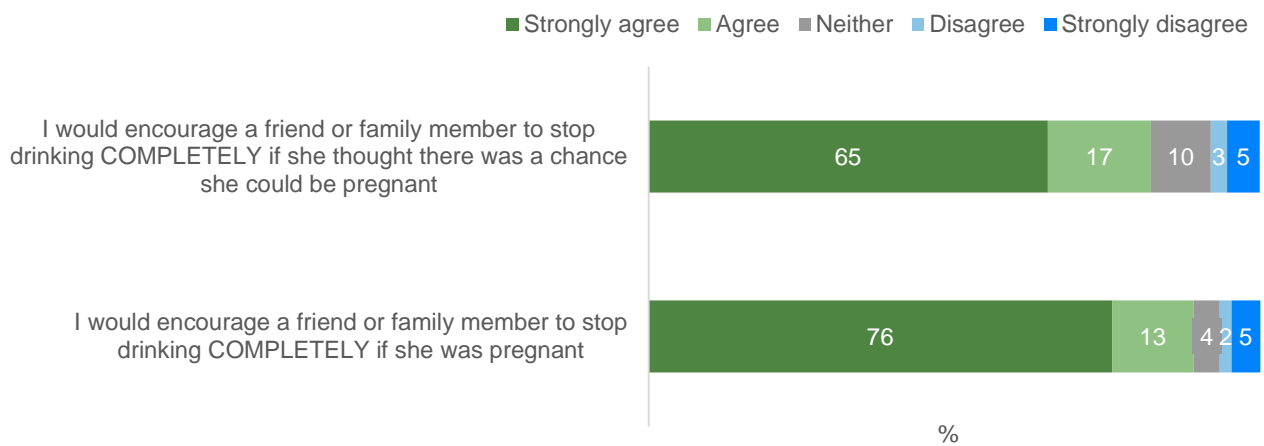
Base: Living in Hawke's Bay region. Excludes those who responded 'don't know' or 'refused'.

Base samples vary a little (from n = 399 to 421) because numbers of those responding 'Don't know' and 'Refused' vary a little between statements.

Source: ABAS 2013/14 to 2015/16

In 2015/16, two new questions about encouraging women who could be or were pregnant to stop drinking alcohol completely were added to the survey. These were asked of all respondents. The majority of respondents agreed or strongly agreed with both statements (Figure 14).

Figure 14: Levels of agreement with statements about drinking and pregnancy, Hawke's Bay respondents, 2015/16



Base: Living in Hawke's Bay region, excludes those who responded 'don't know' or 'refused'.

From top to bottom: 'I would encourage a friend or family member to stop drinking completely if she thought there was a chance she could be pregnant' n=132; 'I would encourage a friend or family member to stop drinking completely if she was pregnant' n=133.

Source: ABAS 2015/16